

HOTEL STEWART
SAN FRANCISCO
Gentry Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 1.00 Dinner 1.50
West Front Room 1.00
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor bus
meets trains and steamers.
Hotel Stewart is recognized as the
Hawaiian Island headquarters. Cable
address "Stewart" A. B. O. Code.
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near
pot; grand scenery; fine base fishing.
For particulars address R. L. KRITS.
Wahiawa, Phone 4903

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rum that are Right—
American and European Plan.
"On the Beach at Waikiki"

SHOE
Best
grade
of work
done on
Men's
Women's
and Children's
Shoes.
Manufacturers' STORE

Laundry—
Messenger Boy
Phone 3461

SPRING MILLINERY
Confections of unusual beauty
MISS POWER, Boston Bldg.

Silva's Toggery
Limited
"THE STORE FOR GOOD
CLOTHES"
Elks Building, King Street

**Territorial Agents for
STANDARD GAS ENGINES**
Honolulu Iron Works Company

PURE ICE
Quick Service
Courteous Treatment
OAHU ICE CO.
Phone 1128

**Largest Stock in Hawaii of
Plasterers and
Cement Workers' Tools.**

LEWERS & COOKE, Ltd.

**NOTHING COUNTS LIKE
SERVICE—WE GIVE IT.**
**KERSHNER VULCANIZING
CO., LTD.**
1177 Alakea St. Phone 2484
Ask and Miller Time

McInerney Park
Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

MILLINERY
HONOLULU HAT CO.
Hotel St., near Bethel

**Canton Dry Goods
Company**
Hotel St., near Bethel St.

For Men who want Quality—Style
The Ideal
Hotel, Ewa of Fort

CORPORATION NOTICES.
C. BREWER & COMPANY, LIMITED
ELECTION OF OFFICERS
Notice is hereby given that at the
annual meeting of shareholders of C.
Brewer & Company (Limited), held
at the office of the corporation in
Honolulu, T. H., on Monday, February
7, 1916, the following Officers and
Directors were elected to serve for the
ensuing year, viz:
E. F. Bishop President
J. H. Robertson Vice-President and Manager
E. A. R. Ross Treasurer
Richard Ivers Secretary
J. R. Carter Director
C. H. Cooke Director
J. E. Galt Director
R. A. Cooke Director
A. Gantley Director
D. G. May Auditor
RICHARD IVERS,
Secretary.
Dated, Honolulu, T. H., February 8,
1916.
6393-7t

**H. HACKFELD & COMPANY,
LIMITED.**

ELECTION OF OFFICERS.
Notice is hereby given that at the
annual meeting of shareholders of H.
Hackfeld & Company, Limited, held
at the office of the corporation in
Honolulu, T. H., on Thursday, February
10, 1916, the following Officers and
Directors were elected to serve for the
ensuing year, viz:
J. F. Hackfeld President
Geo. Rodiek Vice-President
J. F. Humburg Vice-President
J. P. C. Hagens Vice-President
H. Schultze Treasurer
F. W. Klebahn Secretary
J. P. C. Hagens Auditor
Paul R. Isenberg Director
J. C. Isenberg Director
A. Humburg Director
F. W. KLEBAHN,
Secretary.
Dated, Honolulu, T. H., February 10,
1916.
6396—Feb. 12, 14, 16

KOHALA SUGAR COMPANY.
ANNUAL MEETING.
Notice is hereby given that the annual
meeting of the shareholders of the
Kohala Sugar Company will be
held at the office of Castle & Cooke,
Limited, at the corner of Fort and
Merchant Streets, in the City and
County of Honolulu, Territory of Hawaii,
on Saturday, February 26, 1916,
at 10 o'clock a. m.

T. H. PETRIE,
Secretary, Kohala Sugar Company,
Honolulu, Hawaii, February 8, 1916.
6393-13t

WAIALUA AGRICULTURAL COMPANY, LIMITED.
ANNUAL MEETING.
Notice is hereby given that the annual
meeting of the shareholders of the
Waialua Agricultural Company, Limited,
will be held at the office of Castle & Cooke,
Limited, at the corner of Fort and
Merchant Streets, in the City and
County of Honolulu, Territory of Hawaii,
on Friday, February 25, 1916, at 10 o'clock a. m.

T. H. PETRIE,
Secretary, Waialua Agricultural Company,
Limited,
Honolulu, Hawaii, February 8, 1916.
6393-13t

KAHUKU PLANTATION COMPANY.
ANNUAL MEETING.
Notice is hereby given that the annual
meeting of the stockholders of
Kahuku Plantation Company will be
held at the office of the Company,
Stangenwald Building, Honolulu, T. H.,
on Friday, the 25th day of February,
1916, at 10 o'clock a. m.

JOHN GUILD,
Secretary,
Honolulu, February 11, 1916.
6396-11t

HAWAIIAN SUGAR COMPANY.
ANNUAL MEETING.
Notice is hereby given that the annual
meeting of the stockholders of
Hawaiian Sugar Company will be
held at the office of the Company,
Stangenwald Building, Honolulu, T. H.,
on Thursday, the 24th day of February,
1916, at 10 o'clock a. m.

NORMAN E. GEDGE,
Secretary,
February 12, 1916.
6396-10t

MID-PACIFIC CARNIVAL RATES.
Hawaii to Honolulu and return, \$15.
Maui to Honolulu and return, \$8.
Kauai to Honolulu and return, \$8.
An extra charge of one dollar each
way will be made for certain deck
berths on steamers between Maui,
Kauai and Honolulu, with the exception
of the "Maui" and "Mikahala."
Tickets issued to arrive at Honolulu
February 19, 1916.
Return limit, March 1, 1916.
INTER-ISLAND STEAM NAVIGATION COMPANY, LIMITED.
6392-8t

BY AUTHORITY.
RESOLUTION NO. 447.
Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of One Thousand One Hundred Fifty-Four Dollars and Ninety-two Cents (\$1,154.92), be and the same is hereby appropriated out of all moneys in the Permanent Improvement Fund of the Treasury of the City and County of Honolulu, for an account to be known as Purchase, Crocotted Wooden Blocks.
Presented by
ROBERT W. SHINGLE,
Supervisor.
Date of Introduction:
Honolulu, Hawaii,
February 10, 1916.
I hereby certify that the foregoing Resolution passed First Reading and was ordered to print at a meeting held by the Board of Supervisors on Thursday, February 10, 1916, on the following vote of said board:
Ayes: Ahia, Arnold, Hollinger, Larsen, Logan, Shingle. Total 6.
Noes: None.
Absent and not voting: Horner. Total 1.
E. BUFFANDEAU,
Deputy City and County Clerk.
6395—Feb. 11, 12, 14.

RESOLUTION NO. 449.
Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Five Hundred Dollars (\$500.00), be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury of the City and County of Honolulu, for the following purpose, to-wit:
Maintenance roads, Koolau-poko (Kaliua road), \$500.
ROBERT W. SHINGLE,
Supervisor.
Date of Introduction:
Honolulu, Hawaii,
February 10, 1916.
I hereby certify that the foregoing Resolution passed First Reading and was ordered to print at a meeting held by the Board of Supervisors on Thursday, February 10, 1916, on the following vote of said board:
Ayes: Ahia, Arnold, Hollinger, Horner, Larsen, Logan, Shingle. Total 7.
Noes: None.
E. BUFFANDEAU,
Deputy City and County Clerk.
6395—Feb. 11, 12, 14.

SEALED TENDERS.
Sealed tenders will be received by the Board of Harbor Commissioners until 2 p. m., Wednesday, March 1, 1916, for the construction of a new wharf at Waimea, Kauai. Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol Building, Honolulu, T. H.
The Board of Harbor Commissioners reserves the right to reject any or all tenders.
(Signed) **CHARLES R. FORBES,**
Chairman, Board of Harbor Commissioners,
Honolulu, February 8, 1916.
6392-10t

SEALED TENDERS.
Sealed tenders will be received by the Board of Harbor Commissioners until 2:00 p. m., Wednesday, March 1, 1916, for the construction of a warehouse at Hanalei, Kauai. Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol Building, Honolulu, T. H.
The Board of Harbor Commissioners reserves the right to reject any or all tenders.
(Signed) **CHARLES R. FORBES,**
Superintendent of Public Works and Chairman, Board of Harbor Commissioners,
Honolulu, February 7, 1916.
6391-10t

SEALED TENDERS.
Sealed tenders will be received by the Board of Harbor Commissioners until 2:00 o'clock p. m., Wednesday, March 1, 1916, for the construction of a warehouse at Hanalei, Kauai. Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol Building, Honolulu, T. H.
The Board of Harbor Commissioners reserves the right to reject any or all tenders.
(Signed) **CHARLES R. FORBES,**
Chairman, Board of Harbor Commissioners,
Honolulu, February 5, 1916.
6391-10t

CORPORATION NOTICES.
ADJOURNED ANNUAL MEETING.
KAHULUI RAILROAD COMPANY.
Notice is hereby given that the annual meeting of the stockholders of Kahului Railroad Company called for Thursday, the 10th day of February, 1916, was adjourned on that date and will be held at the principal branch office of the company, Stangenwald Building, Honolulu, on Monday, the 21st day of February, 1916, at 10:30 o'clock a. m.
JOHN GUILD,
Secretary.
Honolulu, Feb. 11, 1916.
6395—Feb. 11, 14, 18.

STOCKHOLDERS' MEETING.
THE HAWAIIAN ELECTRIC CO., LTD.
The annual meeting of the stockholders of the Hawaiian Electric Company, Limited, will be held at 1 p. m. on Wednesday, February 23, 1916, at the office of the Company, Honolulu, Hawaii.
C. H. COOKE,
Secretary, The Hawaiian Electric Co., Ltd.
Honolulu, Feb. 11, 1916.
6395—Feb. 11, 14, 16, 18, 21, 22.

Home Course in Advertising
To be Conducted in the Paper by Alex F. Osborn, Instructor in Advertising, Radio YMCA, Honolulu
IN 90 CHAPTERS
A CHAPTER A DAY
FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER LXXIV.

RESOURCES HELP DECIDE MEDIA.

A big factor in the choice of media, will be the amount of money you can spend on advertising. If you have a small appropriation, an extensive general campaign will be out of the question. You will have to select media which will make it possible for you to start a campaign under way without the risk of a large amount of money.

If a campaign limited to a certain community costs you \$1,000 and brings in \$100 worth of profit for the unit of your market, you will know that that same campaign can probably be duplicated in almost every other city in the country. Thus, you can figure out how much profit you can expect on each million people.

Of course, you may not be sure on the basis of one experiment alone whether or not the same advertising will succeed to the same degree throughout the country. But if you try three or four different localities with the same advertising, and the same sales system, and in each case you get a profit of \$100 for each 100,000 population, then you will know that you can afford to spend \$1,000,000 on the United States and be sure of \$100,000 in profit—that is, as sure as you can be of any business possibility. And the best part of this kind of a unit system is that you can work step by step. You can take the income from one territory and invest it in another.

The usual new idea, which is most fitted for advertising, starts off with very little capital. Quite often the promoter must borrow deeply to put on any advertising campaign at all. But even then, he cannot get enough to buy very much space in the general publications so as to try to cover the country quickly. Such a man will find it most feasible and best to see if he cannot arrive at his advertising formula-for-success by the use of a few newspapers.

Perhaps, these experiments will fail at first. He finds he has not got that right formula. Either the copy is wrong, or he is using too large space or too little space. Or, he has not got the proper relationship between the dealer and himself. But by this kind of experimentation you can find the cause of his failure. Then, knowing the cause, he can change the method so that his advertising will work. Then he has his formula which he can duplicate right through the country.

The growth of newspaper advertising is phenomenal for the reason that it does permit of this try-it-out, step-by-step method. One of the most notable users of newspaper space today, is such because he has proved absolutely that he can get greater results with less expenditure by concentrating in about a dozen big city papers rather than putting money into magazines. Even among cereal advertisers, we find examples of those who believe that the newspaper is adequate of itself.

Of course, there are many other big users of newspaper space, who also use other kinds of media. They cannot tell which medium is best, and as long as they are successful they don't dare drop any kind. But with most of these, the margin of profit is so large they can afford to duplicate their advertising almost without end. While in some other articles with a small margin it might be necessary to keep advertising to the barest minimum and to select the one best medium rather than to use several whose fields more or less overlap each other.

But, even if you have enough funds so that there is no need for a step-by-step development of your advertising, just think how much more efficient a unit system of localized advertising would make your advertising itself. You could then tell — as does one firm which spends \$300,000 in the newspapers each year—just how much you can afford to spend in each town. How? Why, you will know how much business you are getting from that town, and you will know how much the advertising costs.

Compare that business-like system with the difficulty you run up against when you use magazines. You do not know whether Such-and-Such-a-Weekly is paying, or whether it would be better for you to put that amount of money into the So-and-So monthly, and you certainly do not know whether you are spending too much for advertising in Oshkosh and not enough in Kalamazoo.

PITCAIRN FOLKS
WAIT 40 YEARS
FOR BOAT

After waiting 40 years for a hard-wood tree to grow to a sufficient size to furnish a keel for the vessel, natives of Pitcairn Island, a little dot on the map of the South Seas, in the Tuamotu Archipelago, about 2500 miles s. e. of Honolulu, are preparing to build a 40-foot schooner, Seattle despatches to the San Francisco Examiner assert.

There are already a few good schooners there, according to C. F. Mant, superintendent of the Seamen's Institute here. But the Pitcairn natives, while not great shipbuilders, nevertheless are ambitious to have a merchant fleet of their own, according to Capt. R. Lancaster, master of the schooner W. J. Patterson, which arrived at Seattle last month from Sydney.

The Patterson touched the island just before Christmas and the natives told him of their plans. After waiting for years for a tree to grow big enough to make a keel for a vessel the natives are ready to proceed with the construction of a 40-foot schooner. It is the largest stick of hardwood ever grown on the islands.

Lancaster contributed a number of bolts and other articles to be used in building the schooner. The people have been soliciting hardware and equipment for years from such vessels as have touched the island. While only a part of the necessary material has been collected, the natives are optimistic, and think the boat will be ready to launch before the year is many months older.

MOVEMENTS OF MAIL STEAMERS
VESSELS TO ARRIVE
Tuesday, Feb. 15.
San Francisco—Wilhelmina, Matson str.
Hilo—Mauna Kea, I. I. str.
Wednesday, Feb. 16.
Kauai—Maui, I. I. str.
Thursday, Feb. 17.
Maui—Caudine, I. I. str.
VESSELS TO DEPART
Tuesday, Feb. 15.
San Francisco—Chiyo Maru, T. K. K. str.; Lurline, Matson str.
Maui, Molokai, Lanai—Mikahala, I. I. str.
Kauai—Maui, I. I. str.
Wednesday, Feb. 16.
Hilo—Mauna Kea, I. I. str.
Thursday, Feb. 17.
Kauai—Maui, I. I. str.
MAILS
Mails are due from the following points as follows:
San Francisco—Wilhelmina, tomorrow.
China and Philippines—China, Feb. 25.
Australia—Sonoma, Feb. 29.
Japan—Tenyo Maru, Mar. 7.
Vancouver—Makura, Feb. 23.
Mails will depart for the following points as follows:
San Francisco—Chiyo Maru, tomorrow.
Japan, China and Philippines—Thos. Maru, Feb. 15 or 16.
Australia—Makura, Feb. 23.
Vancouver—Niagara, Mar. 3.
TRANSPORT SERVICE
Logan, left Feb. 13 for Manila.
Thomas, in port, sails Feb. 15 or 16 for Manila.
Sherman, at coast.
Dix sailed from Manila for Seattle, via Honolulu, January 15.
Warren, in the Philippines.

OCEANIC STEAMSHIP CO.
5½ DAYS TO SAN FRANCISCO.
FOR SAN FRANCISCO:
Sonoma Feb. 29
Sierra March 21
Ventura April 11
Sonoma May 2
FOR O'DENEY:
Sierra Feb. 14
Ventura March 6
Sonoma Mar. 27
Sierra Apr. 17
C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company
Direct Service Between San Francisco and Honolulu
FROM SAN FRANCISCO:
S. S. Wilhelmina Feb. 15
S. S. Manoa Feb. 22
S. S. Matsonia Feb. 29
S. S. Lurline Mar. 7
FOR SAN FRANCISCO:
S. S. Lurline Feb. 15
S. S. Wilhelmina Feb. 23
S. S. Manoa Mar. 29
S. S. Matsonia Mar. 7
S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.
CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA
Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:
FOR THE ORIENT:
Shinyo Maru Feb. 11
Pera Maru Feb. 29
S. S. Chiyo Maru Mar. 10
Tenyo Maru Mar. 31
FOR SAN FRANCISCO:
Chiyo Maru Feb. 18
Tenyo Maru Mar. 7
S. S. Nippon Maru Mar. 22
S. S. Shinyo Maru April 4
CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO.
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th. From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail about February 24.
For particulars as to rates, etc., apply to
C. P. MORSE,
General Freight Agent.
H. HACKFELD & CO., LTD.
Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE
Subject to change without notice.
For Victoria and Vancouver: For Suva, Auckland and Sydney
Niagara Mar. 3
Makura Mar. 31
Niagara Mar. 22
THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

DO IT ELECTRICALLY
Hawaiian Electric Co.

PASSENGERS DEPARTED
Per I. I. str. Mauna Kea, for Hilo, February 12.—Mr. and Mrs. C. H. Low, Miss Becker, Miss Simon, C. F. Damon, W. Tin Chong, T. H. Loader, A. S. Prescott, J. A. Palmer, H. L. Lyon, J. C. Rahlfs, Mrs. L. W. Wheeler, F. Koohi, H. Hashimoto, P. D. Kalani, John Allardice, Mr. and Mrs. C. Levinson, Capt. J. Rumbit, Miss C. Rumbit, Miss Ida Rumbit, Miss Rumbit, W. E. Priestly, Geo. Otani, L. Wil son.
PASSENGERS EXPECTED
Per Matson liner Wilhelmina, due from San Francisco Feb. 15: J. W. McCord, Wm. Weinrich, I. Allman, Mrs. I. Allman, Mr. Debra, Allen M. Hyde, Henry Silva, C. H. Kircher, J. L. Young, Mr. Cohen, Mrs. Cohen, J. P. Herms, Mrs. J. P. Herms, Miss Frances E. L. Tait, Miss Ethel S. Tait, Miss M. A. Davis, Mrs. W. J. Hampton, Miss Helen Sommers, Miss Gertrude Hovey, Miss A. Sylvia, Miss R. Sylvia, Mrs. Mary Sylvia, M. Casner, Mrs. M. Casner, C. G. Bockus, Dr. A. Lehman, M. L. Gans, Mrs. M. L. Gans, Miss Julia Fraser, Miss V. White, Miss Emily Smith, A. W. Spaulding, Mrs. Foster, Geo. Miller, Mrs. Geo. Miller, Miss Nancy Miller, Miss Gladys Miller, P. H. Young and daughter, Thos. F. Cooke, Mrs. Thos. F. Cooke, Julius Christchilles, Mrs. Julius Christchilles, Mr. Adams, Mrs. Adams, R. H. Keith, Mrs. R. H. Keith, Geo. M. Mattis, Mrs. Geo. M. Mattis, Robert Scripps, Miss Nackey Scripps, E. W. Scripps, Mrs. E. W. Scripps, W. P. Donnelly, Mr. Quarles, Miss Donnelly, Miss Mollie Mattis, Mrs. Quarles, Mrs. R. R. Mattis, Dr. B. L. Riese, Burr Freer, O. L. Meraman, Mrs. O. L. Meraman, E. S. Firestone, Mrs. E. S. Firestone, Mr. Butler, Mrs. Butler, Mrs. A. L. Ehrman, Mrs. B. Samuels, Miss Isabel Meraman, M. Bissinger, Mr. Wild, Mrs. Wild, Miss Isabelle Wild, L. L. Lehman, Mrs. L. L. Lehman, Mr. Fowler, Mr. Horstman, H. R. S. Williams, Mrs. H. R. S. Williams, Miss F. M. Mansfield and Mrs. B. B. Robbins.

OAHU RAILWAY TIME TABLE
OUTWARD
For Waianae, Waiwala, Kahuku and way stations—9:15 a. m., 9:30 p. m.
For Pearl City, Ewa Mill and way stations—7:30 a. m., 9:15 a. m., 11:30 a. m., 2:15 p. m., 3:30 p. m., 5:15 p. m., 7:30 p. m., 11:15 p. m.
For Wahiawa and Lihala—7:10:30 a. m., 7:40 p. m., 5:00 p. m., 11:00 p. m.
INWARD
Arrive Honolulu from Kahuku, Waiwala and Waianae—8:35 a. m., 5:31 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—7:45 a. m., 8:30 a. m., 11:02 a. m., 1:40 p. m., 4:35 p. m., 5:31 p. m., 7:30 p. m.
Arrive Honolulu from Wahiawa and Lihala—9:15 a. m., 7:10 p. m.
The Hawaii Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 5:30 a. m. for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.
Daily, except Sunday, 12 Sunday only.
G. P. DENISON,
Superintendent
F. C. SMITH,
G. P. A.

POSTOFFICE TIME-TABLE FOR MONTHS
The following postoffice time-table for February is announced, being, of course, subject to change if sudden arrangements are made for unexpected mail service:
UNITED STATES MAIL STEAMERS
Steamers to arrive from—
Feb.
15—Wilhelmina San Francisco
15—Chiyo Maru Hongkong
21—Great Northern San Francisco
22—Manoa San Francisco
23—Makura Vancouver
25—China Hongkong
29—Sonoma Sydney
29—Matsonia San Francisco
Steamers to depart for—
Feb.
15—U. S. A. T. Thomas Manila

BLAZE AT WINSTED
EDGE TOOL WORKS
WINSTED, Conn.—One hundred men were thrown out of employment by a fire that destroyed the forging department of the Winsted Edge Tool Works. The blaze started in the welding room from unknown origin. Fire walls were largely responsible in preventing the fire from spreading to other departments. For a time the Winsted Silk mill was in danger, but the firemen succeeded in confining the fire to the forging department. The loss is about \$25,000.
The stock department of the Hudson Motor Car Company at Detroit collapsed and tons of material fell through to the first floor. No one was seriously hurt.